



TSA.GOV Web Performance Metrics

Sep 1, 2017 - Sep 30, 2017



All Users
100.00% Sessions

Total Visits

2,949,810

% of Total: 100.00% (2,949,810)



Avg. Visit Duration

00:02:03

Avg for View: 00:02:03 (0.00%)



Pageviews

6,586,211

% of Total: 100.00% (6,586,211)



Unique Visitors

2,278,003

% of Total: 100.00% (2,278,003)



Avg. Pages / Visit

2.23

Avg for View: 2.23 (0.00%)



Avg. Time on Page

00:01:40

Avg for View: 00:01:40 (0.00%)



Bounce Rate

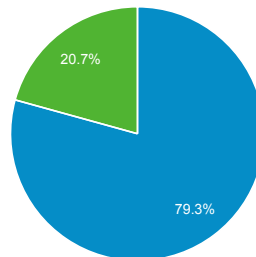
47.74%

Avg for View: 47.74% (0.00%)



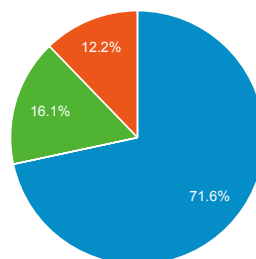
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	1,723,902	35.97%
TSA Pre✓® Transportation Security Administration	759,902	35.08%
Transportation Security Administration	549,840	32.83%
Liquids Rule Transportation Security Administration	394,033	66.47%
Identification Transportation Security Administration	264,753	61.32%

Visits by Social Network

Social Network	Sessions
Facebook	14,327
Twitter	4,613
reddit	1,080
Stack Exchange	632
Instagram	474
TripAdvisor	431
Quora	427
YouTube	324
wikiHow	172
LinkedIn	150

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,273,075	48.23%
(direct) / (none)	900,182	51.48%
search.usa.gov / referral	123,071	40.41%
bing / organic	82,845	32.79%
delta.com / referral	72,881	25.15%
aa.com / referral	61,095	62.28%
yahoo / organic	51,012	38.17%
dhs.gov / referral	27,112	30.19%
customersupport.spirit.com / referral	20,242	58.52%
universalenroll.dhs.gov / referral	15,899	33.39%